



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/21 thru 09/27

(prices in dollars per carton)

Fri. Sep 21, 2007

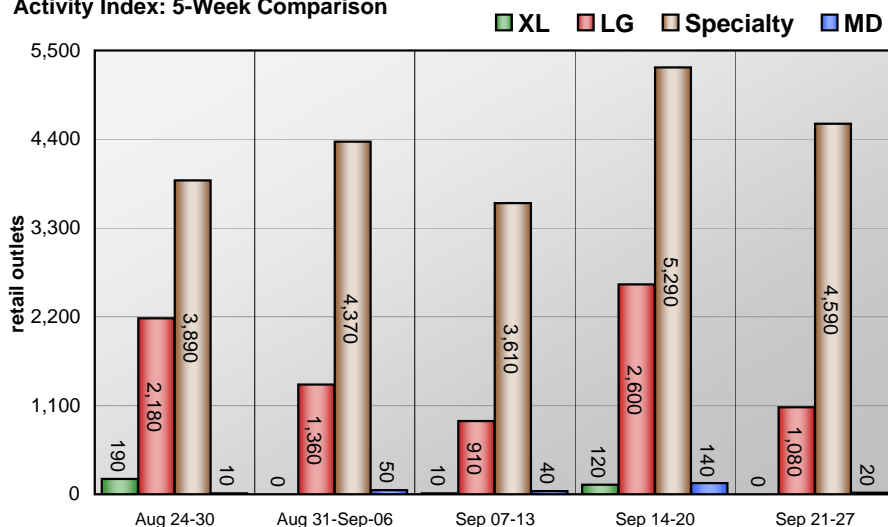
| SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | |
|----------------------------|---------------|------------------------|------|--------|------|------------------------|------|--------|------|---------------|------|--------|------|
| Feature Rate | | THIS WEEK | | | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | |
| | | 28.2% of 17,000 stores | | | | 39.6% of 17,000 stores | | | | | | | |
| | | X LARGE | | LARGE | | X LARGE | | LARGE | | X LARGE | | LARGE | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg |
| REGULAR | USDA GRADE AA | | | | | | | | | | | | |
| | White 12 pack | | | 210 | 1.54 | | | 880 | 1.28 | 20 | 0.96 | 210 | 0.88 |
| | White 18 pack | | | 210 | 2.50 | | | 280 | 1.59 | 10 | 1.99 | 260 | 1.04 |
| | Brown 12 pack | | | | | | | | | | | | |
| | USDA GRADE A | | | | | | | | | | | | |
| | White 12 pack | | | 230 | 1.38 | 120 | 0.99 | 850 | 1.13 | | | 740 | 0.82 |
| SPECIALTY | White 18 pack | | | 430 | 1.95 | | | 590 | 1.78 | | | 270 | 1.51 |
| | Brown 12 pack | | | | | | | | | | | | |
| | USDA ORGANIC | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | 2,460 | 3.57 | | | 1,940 | 3.12 | | | 380 | 3.18 |
| | OMEGA-3 | | | | | | | | | | | | |
| CAGE-FREE | White 12 pack | 270 | 2.51 | 460 | 2.48 | | | 770 | 2.37 | 240 | 2.5 | 1550 | 2.10 |
| | Brown 12 pack | | | 800 | 2.52 | 210 | 2.79 | 260 | 2.74 | | | | |
| | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | |
| | White 12 pack | | | 310 | 3.00 | | | 410 | 2.40 | | | 120 | 2.49 |
| | Brown 12 pack | | | 290 | 2.62 | 150 | 2.38 | 1,550 | 2.57 | | | 490 | 2.90 |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 1,080 | 2,720 | 1,510 | Large Eggs on |
| Specialty | 4,590 | 5,290 | 2,780 | Sep-17-2007 |
| Total (includes MD) | 5,690 | 8,150 | 4,460 | 411.9 |
| Special Rate 4/: | 1.0% | 10.1% | 11.5% | up 8% |

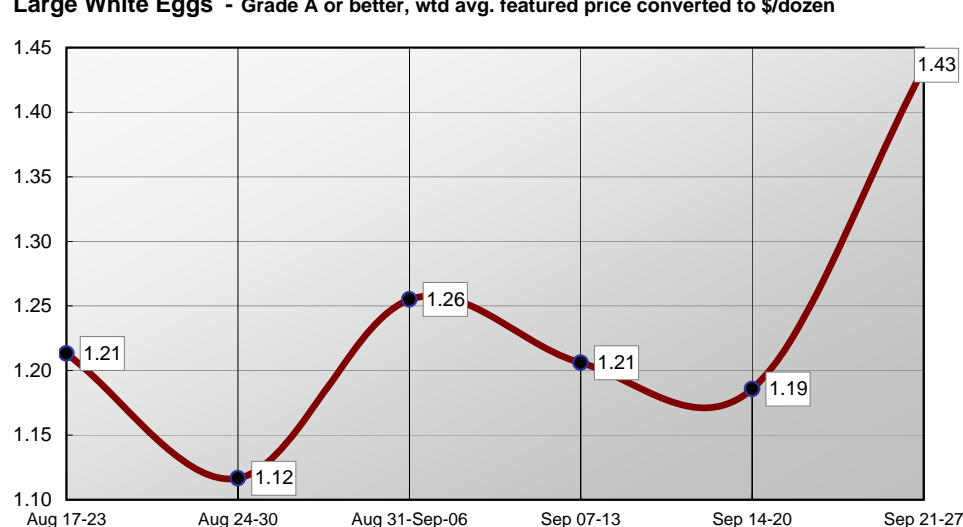
5/: 1,000's of 30-doz cases

| SHELL EGG and EGG PRODUCTS FEATURING | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|
| This week's feature activity on regular shell eggs is lower than the previous week. The average price of Large white eggs, Grade A or better, is significantly higher than the previous week. Buy one, get one free ads and promotions for Medium eggs are both notably lower than a week ago. Specialty shell egg features are slightly lower than the previous week. However, USDA Certified Organic eggs are the clear frontrunner in this sector. Liquid egg promotions increased by 32% and are slightly more prevalent than regular shell egg ads this cycle. | | | | | | | | | | |

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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(prices in dollars per carton)

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| | | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | |
|---|---------------|--|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|
| 1/ Feature Rate 2/ Activity Index | | 42.2% of 3,800 sampled outlets Activity Index = 2,360 (includes Medium) | | | | | | 4.7% of 4,700 sampled outlets Activity Index = 360 (includes Medium) | | | | | | 12.9% of 2,900 sampled outlets Activity Index = 390 (includes Medium) | | | | | |
| CLASS | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | |
| | | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| USDA GRADE AA | White 12 pack | | | | 1.29 | 10 | 1.29 | | | | | | | | | | 1.33 | 10 | 1.33 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.29 - 1.49 | 160 | 1.41 | | | | 1.49 | 20 | 1.49 | | | | 0.89 - 1.49 | 30 | 1.27 |
| | White 18 pack | | | | 2.99 | 130 | 2.99 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | 0.98 - 0.99 | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | 20 | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.50 - 3.79 | 770 | 3.25 | | | | 2.99 - 3.79 | 150 | 3.23 | | | | 1.99 - 3.79 | 110 | 3.68 |
| C I A L T Y | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | 1.88 - 2.59 | 230 | 2.51 | 1.99 - 2.50 | 220 | 2.48 | 2.59 | 10 | 2.59 | 1.99 - 2.49 | 10 | 2.24 | 2.50 | 10 | 2.50 | 1.99 - 2.50 | 210 | 2.48 |
| | Brown 12 pack | | | | 2.52 | 730 | 2.52 | | | | 2.52 | 70 | 2.52 | | | | | | |
| C I A L T Y | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.00 - 3.49 | 110 | 2.93 | | | | 2.79 | 100 | 2.79 | | | | | | |
| | | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | | | | SOUTHWEST U.S. (CA,NV) | | | | | | NORTHWEST U.S. (ID,MT,OR,WA,WY) | | | | | |
| 1/ Feature Rate 2/ Activity Index | | 31.9% of 2,700 sampled outlets Activity Index = 910 (includes Medium) | | | | | | 61.6% of 1,900 sampled outlets Activity Index = 1,230 (includes Medium) | | | | | | 55.6% of 1,000 sampled outlets Activity Index = 440 (includes Medium) | | | | | |
| USDA GRADE AA | White 12 pack | | | | 1.33 | 100 | 1.33 | | | | 1.79 - 1.96 | 90 | 1.82 | | | | 1.74 - 1.99 | 40 | 1.93 |
| | White 18 pack | | | | 1.74 - 2.00 | 20 | 1.91 | | | | 2.69 - 3.00 | 150 | 2.72 | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.20 | 20 | 1.20 | | | | | | | | | | | | |
| | White 18 pack | | | | 1.50 | 300 | 1.50 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 3.29 - 3.79 | 430 | 3.70 | | | | 2.99 - 3.99 | 680 | 3.74 | | | | 3.29 - 3.99 | 320 | 3.95 |
| C I A L T Y | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | 2.50 | 20 | 2.50 | 2.50 | 20 | 2.50 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| C I A L T Y | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | 3.00 | 310 | 3.00 | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | 1.99 | 80 | 1.99 |

Note: See page 1 for explanatory notes.

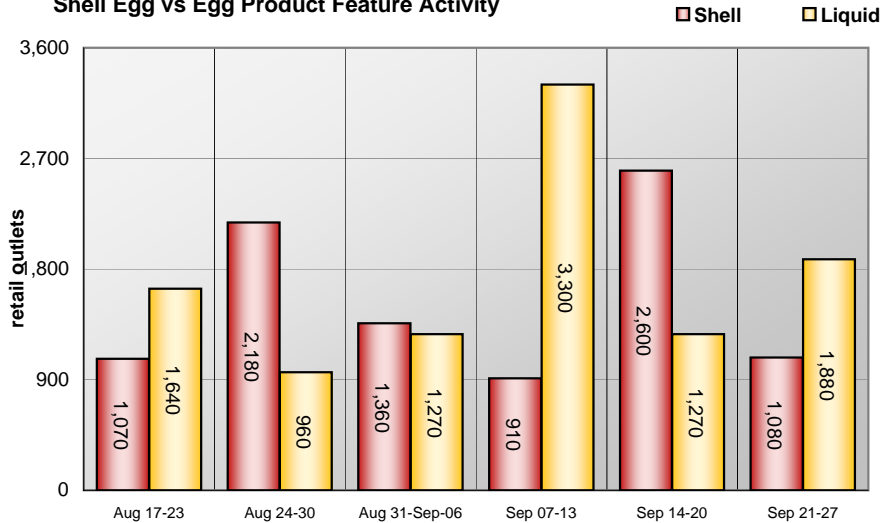


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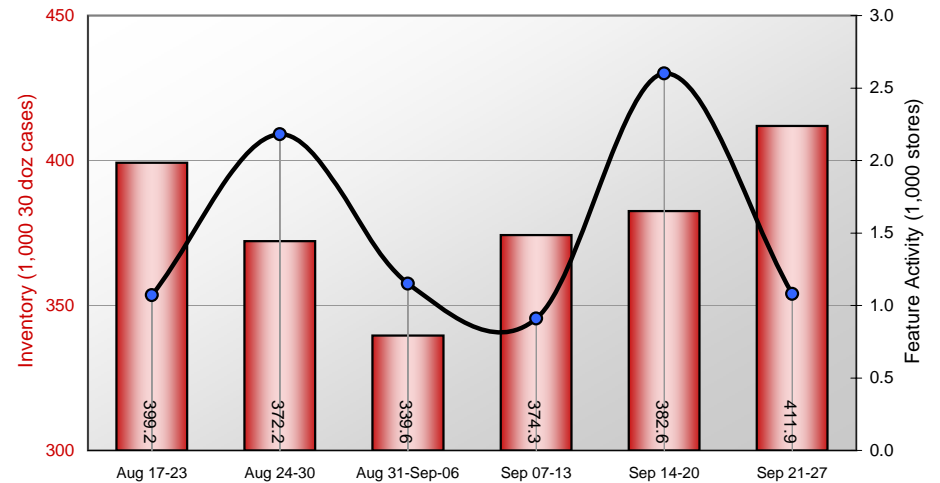
Fri. Sep 21, 2007

| EGG PRODUCTS | THIS WEEK | | LAST WEEK | | NORTHEAST | | | SOUTHEAST | | | MIDWEST | | | SOUTH CENTRAL | | | SOUTHWEST | | | NORTHWEST | | |
|-------------------|-----------|--------|-----------|--------|------------------------|--------|--------|-----------------------|--------|--------|------------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|
| 1/ Feature Rate | 8.9% | | 6.3% | | 23.8% of 3,800 sampled | | | 1.2% of 4,700 sampled | | | 14.7% of 2,900 sampled | | | 4.0% of 2,700 sampled | | | 0.0% of 1,900 sampled | | | 2.4% of 1,000 sampled | | |
| 2/ Activity Index | 1,880 | | 1,270 | | Activity Index = 1,310 | | | Activity Index = 60 | | | Activity Index = 370 | | | Activity Index = 110 | | | Activity Index = 20 | | | Activity Index = 10 | | |
| | Stores | Avg 3/ | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| 14-16 oz. carton | 1,130 | 2.45 | 570 | 2.83 | 2.39 - 3.00 | 570 | 2.68 | 2.00 - 2.99 | 50 | 2.89 | 1.89 - 2.79 | 370 | 2.19 | 1.89 - 2.28 | 110 | 2.01 | 2.00 | 20 | 2.00 | 1.99 | 10 | 1.99 |
| 32 oz. carton | 330 | 4.63 | 520 | 3.99 | 3.99 - 5.49 | 320 | 4.65 | 3.99 | 10 | 3.99 | | | | | | | | | | | | |
| 3 - 4 oz. cups | 280 | 2.02 | 40 | 2.79 | 2.00 - 2.29 | 280 | 2.02 | | | | | | | | | | | | | | | |
| 2 - 8 oz. cups | 140 | 3.49 | 140 | 3.49 | 3.49 | 140 | 3.49 | | | | | | | | | | | | | | | |

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.